

Search Engine Optimization (SEO) is investing time, efforts, and funds to be favorably indexed/ranked in the "organic", "natural", "free" search results on search engines.

Once you start implementing SEO if it is not done right your site could be labeled as using "blat hat" or spamming techniques and black listed - so do your due diligence with your SEO providers.

Partnering with Internet Consulting, Inc. ensures your SEO is done right.

Zoom in to read details

ON-THE-PAGE FACTORS		
These elements are in the direct control of the publisher		
CONTENT		
<b>Cq</b>	QUALITY	Are pages well written & have substantial quality content?
<b>Cr</b>	RESEARCH	Have you researched the keywords people may use to find your content?
<b>Cw</b>	WORDS	Do pages use words & phrases you hope they'll be found for?
<b>Cf</b>	FRESH	Are pages fresh & about "hot" topics?
<b>Cv</b>	VERTICAL	Do you have image, local, news, video or other vertical content?
<b>Ca</b>	ANSWERS	Is your content turned into direct answers within search results?
<b>Vt</b>	THIN	Is content "thin" or "shallow" & lacking substance?
ARCHITECTURE		
<b>Ac</b>	CRAWL	Can search engines easily "crawl" pages on site?
<b>Ad</b>	DUPLICATE	Does site manage duplicate content issues well?
<b>Am</b>	MOBILE	Does your site work well for mobile devices & make use of app indexing?
<b>As</b>	SPEED	Does site load quickly?
<b>Au</b>	URLS	Do URLs contain meaningful keywords to page topics?
<b>Ah</b>	HTTPS	Does site use HTTPS to provide secure connection for visitors?
<b>Vc</b>	CLOAKING	Do you show search engines different pages than humans?
HTML		
<b>Ht</b>	TITLES	Do HTML title tags contain keywords relevant to page topics?
<b>Hd</b>	DESCRIPTION	Do meta description tags describe what pages are about?
<b>Hs</b>	STRUCTURE	Do pages use structured data to enhance listings?
<b>Hh</b>	HEADERS	Do headlines & subheads use header tags with relevant keywords?
<b>Vs</b>	STUFFING	Do you excessively use words you want pages to be found for?
<b>Vh</b>	HIDDEN	Do colors or design "hide" words you want pages to be found for?

## THE PERIODIC TABLE OF SEO SUCCESS FACTORS

Search engine optimization – SEO – seems like alchemy to the uninitiated. But there's a science to it. Below are some important "ranking factors" and best practices that can lead to success with both search engines and searchers.

ON-THE-PAGE SEO			OFF-THE-PAGE SEO			
CONTENT	ARCHITECTURE	HTML	TRUST	LINKS	PERSONAL	SOCIAL
<b>Cq</b> <sup>+3</sup> Quality	<b>Ac</b> <sup>+3</sup> Crawl	<b>Ht</b> <sup>+3</sup> Titles	<b>Ta</b> <sup>+3</sup> Authority	<b>Lq</b> <sup>+3</sup> Quality	<b>Pc</b> <sup>+3</sup> Country	<b>Sr</b> <sup>+2</sup> Reputation
<b>Cr</b> <sup>+3</sup> Research	<b>Ad</b> <sup>+2</sup> Duplicate	<b>Hd</b> <sup>+2</sup> Description	<b>Te</b> <sup>+2</sup> Engage	<b>Lt</b> <sup>+2</sup> Text	<b>Pl</b> <sup>+3</sup> Locality	<b>Ss</b> <sup>+1</sup> Shares
<b>Cw</b> <sup>+2</sup> Words	<b>Am</b> <sup>+2</sup> Mobile	<b>Hs</b> <sup>+2</sup> Structure	<b>Th</b> <sup>+2</sup> History	<b>Ln</b> <sup>+1</sup> Numbers	<b>Ph</b> <sup>+3</sup> History	
<b>Cf</b> <sup>+2</sup> Fresh	<b>As</b> <sup>+1</sup> Speed	<b>Hh</b> <sup>+1</sup> Headers	<b>Ti</b> <sup>+1</sup> Identity	<b>Vp</b> <sup>-3</sup> Paid	<b>Ps</b> <sup>+2</sup> Social	
<b>Cv</b> <sup>+2</sup> Vertical	<b>Au</b> <sup>+1</sup> URLs	<b>Vs</b> <sup>-2</sup> Stuffing	<b>Vd</b> <sup>-1</sup> Piracy	<b>Vi</b> <sup>-3</sup> Spam		
<b>Ca</b> <sup>+1</sup> Answers	<b>Ah</b> <sup>+1</sup> HTTPS	<b>Vh</b> <sup>-1</sup> Hidden	<b>Va</b> <sup>-1</sup> Ads			
<b>Vt</b> <sup>-2</sup> Thin	<b>Vc</b> <sup>-3</sup> Cloaking					

### FACTORS WORK TOGETHER

All factors on the table are important, but those marked 3 carry more weight than 1 or 2. No single factor guarantees top rankings or success, but having several favorable ones increases the odds. Negative "violation" factors shown in red harm your chances.

## OFF-THE-PAGE FACTORS

Elements influenced by readers, visitors & other publishers

TRUST		
<b>Ta</b>	AUTHORITY	Do links, shares & other factors make site a trusted authority?
<b>Te</b>	ENGAGE	Do visitors spend time reading or "bounce" away quickly?
<b>Th</b>	HISTORY	Has site or its domain been around a long time, operating in same way?
<b>Ti</b>	IDENTITY	Does site use means to verify its identity & that of authors?
<b>Vd</b>	PIRACY	Has site been flagged for hosting pirated content?
<b>Va</b>	ADS	Is your content ad-heavy, especially "above-the-fold"?
LINKS		
<b>Lq</b>	QUALITY	Are links from trusted, quality or respected web sites?
<b>Lt</b>	TEXT	Do links pointing at pages use words you hope they'll be found for?
<b>Ln</b>	NUMBER	Do many links point at your web pages?
<b>Vp</b>	PAID	Have you purchased links in hopes of better rankings?
<b>Vi</b>	SPAM	Have you created links by spamming blogs, forums or other places?
PERSONAL		
<b>Pc</b>	COUNTRY	What country is someone located in?
<b>Pl</b>	LOCALITY	What city or local area is someone located in?
<b>Ph</b>	HISTORY	Has someone regularly visited your site or socially favored it?
<b>Ps</b>	SOCIAL	Has someone or their friends socially favored the site?
SOCIAL		
<b>Sr</b>	REPUTATION	Do those respected on social networks share your content?
<b>Ss</b>	SHARES	Do many share your content on social networks?

Written By: [Search Engine Land](#)

Design By: [COLUMN FIVE](#)

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1. Initial keyword/phrase research.

Go through your website, view competitors' sites, and use SEO keyword research tools to put together an initial comprehensive keywords/phrase SEO list in an Excel Spreadsheet.

Send this list to other decision-makers in your company and have them add, remove, and prioritize the terms.

2. Either create SEO content, or have Internet Consulting, Inc. create the content for you for very reasonable fees.

3. Ensure these keywords are properly placed and formatted in:

- Title Tags up to 70 characters. Without using stop words: a, if, the, then, and, an, to, and so on.
- Meta Description Tags. These don't have much (if any) ranking benefits - but they are what some top search engines pull from for the descriptive text below the website link that does rank. These should be between 25 and 35 words max. They should be written as compelling content for prospects to click on your website link.
- Alt Tags. Insert keywords into alt tags.
- Header Tags. Use at least H1, and H2 and/or H3 if merited.
- Name photograph and video files with keywords - not generic default names.
- Page content should have up to 9% keyword density ratio.

If you go over this you risk being labeled a spammer and will get black listed from search engines. Keyword density is just a fancy term for how often your terms/phrases are in the content in ratio to the other words.

There are plenty of free keyword density ratio analyzers - just Google the term.

- Internal Links. Your website destination pages should have your keywords in the link text. Don't use stop words or symbols.
- Use 2 sitemaps for your website: an XML version and a static version on an HTML page.
- Sitemaps are pages for search engines that list all the pages on the site.
- Controlled crawling: use robots.txt files to guide spiders to pages and directories you want crawled and denies entry to protected areas of your site.
- Do not use black hat or spamming techniques such as white text on white background, or 1 pixal links, or keyword stuff, and so on. Only use white hat techniques.

4. Submit your website to the search engines.

5. Do ongoing edits to the site content in order to continually update the time stamp, so search engines continue to crawl your site on an ongoing basis.

6. Have a blog on your website. Add viral components to your website or blog - reviews, sharing functions, ratings, visitor comments, and so on. If you don't want to invest the time and efforts for ongoing blog posts Internet Consulting, Inc. will handle this for you - for very reasonable fees.

7. Join associations, directories, and other portals that provide quality in-bound links tying your website to communities directly relevant to your supplying capabilities. Do NOT join link farms or fraudulently build inbound links - you will be labeled a spammer and be black-listed.

8. Get happy customers to bookmark your website.
9. Get happy customers to post favorable Google reviews.
10. Set up and maintain your business social media profile pages. Then get followers or happy customers to "Like" you on Facebook, "follow" you and "retweet" your posts on Twitter, "follow" you on Instagram, "follow" you on Pinterest, "follow" you on Google+, and so on.
11. Make sure you website page speed loads fast. There are plenty of free website speed analyzers.
12. Make sure your website is responsive (mobile friendly to fit different size desktop computers, tablets, and mobile phones). Run your site through Google's Mobile Friendly Test.
13. If you can't compete with generic highly competitive terms use long-tail phrases that will provide quality not quantity usage.
14. Check for canonicalization issues - www and non www domain names/URL's. If you don't address this Google sees two different websites.
15. Make sure you don't have broken links on your site. 404 errors will hurt your SEO.
16. If you are on a shared server, do a blacklist check to make sure you're not on a proxy with a banned site or spammer.
17. Anything you put behind a log-in will not be indexed on the search engines.
18. Link out from your site to quality industry sites.
19. Create a video (or videos) and create a video sitemap and list it in your Google Webmaster Central account. Submit videos to Youtube, Vimeo, Yahoo, and other quality video sites.
20. Don't use duplicate content, don't plagiarize, don't write copy that clearly is for search engines not people, don't do SEO unless you know SEO - for once you start messing with code and other SEO factors if you don't do it right you will be labeled a spammer and be black listed.

## We are able to:

- Help on-staff personnel already handling your initiatives - with do-it-yourself tools and/or working together
- Complement already outsourced initiatives - or accurately report and/or fill in the gaps for existing campaigns.
- Be your turnkey agency solution.

## DO YOUR DUE DILIGENCE WHEN PARTNERING WITH SEO SPECIALISTS, THEY SHOULD PROVIDE:

- SEO success with other clients.
- Transparency with detailing what they are working on
- Initial keyword/phrase & competitor search terms research
- Collaboration with you to prioritize the best terms to target for your business
- On-page and off-page strategies to for your SEO
- Access to journals/work logs detailing exactly where time is spent for the deliverables
- Reviewing detailed monthly indexing/ranking reports with you, covering each term you are interested in.
- Review quality conversions achieved through advanced reporting. A good search engine optimization (SEO) firm does not just send you automated complicated reports that you don't understand.
- Review general overall usage and quality of conversions to your site (all usage, not just from terms being targeted. With Google's RankBrain the terms may not even be in the search strings - so general quality usage routed to your site is a solid metric to analyze. As long as you are drilling down to the quality of conversions with advanced reporting).



A low price is not the best way to choose an SEO provider, the long-term costs for cheap but not good SEO significantly outweighs paying a reasonable rate and hiring the right SEO firm in the first place.

**The 1st Step...** is to fill out Internet Consulting, Inc.'s [no cost in-depth SEO consultation form](#) (it will take you less than 4 minutes due to most questions being check boxes).

Contact by phone at (224) 677-3222 or email [sales@internetconsultinginc.com](mailto:sales@internetconsultinginc.com)